

REP HEADLINE# 6361194
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT2/12 11.59
*** WFLA-TV ***

ADV # _____ ADV. NAME POLI/M ROMNEY/R/PRE/US REP. # _____ OFF. # _____ SALESMAN # _____
AGY # _____ AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID

138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)
BEVERLY, MA 01915

ORDER # _____ CONTRACT # 6361194 CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST#467 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT3/12 OCT9/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT2/12 11.59

REP: NEW ORDER
TTL \$29,800 @19X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ROMNEY FOR PRESIDENT

440: 415,000



8/16/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			1100P-1130P	30		\$1,250.00	10/3	10/5	3		W-F	3
PROGRAM : 11P NEWS												
CON COM1: 11P NEWS												
2			1100P-1130P	30		\$1,250.00	10/8	10/9	2		M-TU	2
PROGRAM : 11P NEWS												
CON COM1: 11P NEWS												
3			1000P-1100P	30		\$3,000.00	10/5	10/5	1		FRI	1
PROGRAM : DATELINE												
CON COM1: DATELINE												

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 467

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$500.00	10/6	10/6	1		SAT	1
5			900A-1000A PROGRAM : SAT 9A NEWS CON COM1: SAT 9A NEWS	30		\$300.00	10/6	10/6	1		SAT	1
6			330P-700P PROGRAM : COLLEGE FTBL CON COM1: COLLEGE FTBL	30		\$450.00	10/6	10/6	1		SAT	1
7			600P-630P PROGRAM : SAT 6P NEWS CON COM1: SAT 6P NEWS	30		\$700.00	10/6	10/6	1		SAT	1
8			630P-700P PROGRAM : SAT 630P NEWS CON COM1: SAT 630P NEWS	30		\$2,500.00	10/6	10/6	1		SAT	1
9			700P-800P PROGRAM : SAT ENT TONIGHT CON COM1: SAT ENT TONIGHT	30		\$650.00	10/6	10/6	1		SAT	1
10			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$500.00	10/7	10/7	1		SUN	1
11			900A-1000A PROGRAM : SUN 9A NEWS CON COM1: SUN 9A NEWS	30		\$300.00	10/7	10/7	1		SUN	1
12			1000A-1100A PROGRAM : MEET PRESS CON COM1: MEET PRESS	30		\$1,400.00	10/7	10/7	1		SUN	1

Lead 1

Qua

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			600P-630P	30		\$750.00	10/7	10/7	1		SUN	1
PROGRAM : SUN 6P NEWS												
CON COM1: SUN 6P NEWS												
14			630P-700P	30		\$2,500.00	10/7	10/7	1		SUN	1
PROGRAM : SUN 630P NEWS												
CON COM1: SUN 630P NEWS												
15			815P-1130P	30		\$5,000.00	10/7	10/7	2		SUN	2
PROGRAM : SUN FTBL												
CON COM1: SUN FTBL												
OCT/12												
29800.00												CONTRACT TOTAL 29800.00
												TOTAL SPOTS 19

Level 2

Level 1

MARKET TOTALS \$172,400 WFLA 17% WFTS 24% WTSP 35% WTVT 17% WTOG 0% WTTA 0% WMOR 0%
 SHARES ACCURATE WMOX 0% WXPX 0% WWSB 7% CABL 0%
 SVC- NSI
 DEMOS- RA35+*

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 797 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	12300	Campaign Ref:	E 063611940
Buyer:	US	Client/Product/Estimate:	/ / 467	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06361194
Est./PO Number:	06361194	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots	3		3750
2	M-Su 11p News MT.....	03	1250	30 Comme	Nbr of Spots	2	2	2500
3	Fri 10p ET / 9p CT Dateline NBC FridayF.	03	3000	30 Comme	Nbr of Spots	1		3000
4	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots	1		500
5	Sat 9a NewsS.	03	300	30 Comme	Nbr of Spots	1		300
6	Sat 6p NewsS.	03	700	30 Comme	Nbr of Spots	1		700
7	Sat 630p ET / 530p CT NBC Nightly NewsS.	02	2500	30 Comme	Nbr of Spots	1		2500
8	Sun 8a Today Show	03	500	30	Nbr of Spots	1		500
Weekly Totals: Total Spots(Ord Spots)					11	2	13	
Open PR					-1		-1	-2500

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Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 797 Issue 1



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P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 12300	Campaign Ref: E:063611940
Buyer: US	Client/Product/Estimate: / / 467	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06361194
Est./PO Number: 06361194	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
9	Sun 9a NewsS	03	300	30 Comme	Nbr of Spots	1	1	300
10	Sun 6p NewsS	03	750	30 Comme	Nbr of Spots	1	1	750
Weekly Totals: Total Spots(Ord Spots)					11	2	13	
Open PR					-1		-1	-2500

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
7	Sat 630p ET / 530p CT NBC Nightly News	30 Commercial	10/01/12	Open Pre Emption	2,500.00		00000000000	E:063611940

Grand Totals

Totals		Month 10 Weeks: 4	
Spots	13	10/01	10/08
Cost	14800	11	2
		12300	2500

Grand Totals:

Spots:	13
Gross Total:	12,300.00
Commission:	1,845.00
Net Total:	10,455.00